

THE ONE THING

If only one thing happens this week, this is it.

THIS WEEK'S NUMBERS

Target on top. Actual on the bottom. Fill both.

CONVERSATIONS

TARGET

ACTUAL

>

APPOINTMENTS

TARGET

ACTUAL

>

AGREEMENTS

TARGET

ACTUAL

>

CLOSINGS

TARGET

ACTUAL

THE WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
CONVERSATIONS Mark one per intentional conversation.					
APPOINTMENTS Listing, buyer, or consultation.					
INVENTORY WORK Active listings and pending files.					
VISIBILITY ACTION One per day. Only one.					
PROTECTED TIME What you're not moving.					

FRIDAY REVIEW

Five minutes. Then close the week.

Did The One Thing happen? If not, what took its place?

Which number came up short, and where did it break?

What did I do this week that only I could have done?

How this page works

You only need to read this once. After that, print page one and use it.

Most weeks don't go badly. They go *sideways*. An inspection issue lands Tuesday, a lender goes quiet Wednesday, and by Friday you've worked fifty hours on things that were urgent to someone else. Nothing was wasted. Nothing moved forward either.

This page exists to give the week a spine — one decision made on Monday that the rest of the week has to argue with.

THE FIVE MINUTES ON MONDAY

1. **Write The One Thing first.** Not your to-do list — the single outcome that would make the week count even if everything else slipped. If you can't name it in one sentence, you don't have one yet.
2. **Set the numbers, then leave them alone.** Fill the target row Monday. Fill the actual row Friday. Don't adjust the target mid-week to make yourself feel better — the gap is the information.
3. **One visibility action per day. Only one.** The limit is the point. Agents don't fail at visibility because they do too little in a week; they fail because they do nine things in one week and nothing for the next five.
4. **Write down what you're protecting.** Protected time isn't a reward for finishing. It's a commitment you make before the week has a chance to take it.

THE FIVE MINUTES ON FRIDAY

Three questions, then you're done. The third one matters most: *what did I do this week that only I could have done?* If the honest answer is "not much," the week wasn't too busy — it was carrying work that belongs somewhere else.

Why conversations get their own row

Conversations are the only input on this page you fully control. You can't make a listing appointment happen. You can't make a closing happen. You can have a conversation.

The Solo Agent Academy planning standard is **60 intentional conversations to one closing**. Divide your annual closing goal by the weeks you actually work, and you have a weekly conversation target that isn't a guess. Everything to the right of it on the page — appointments, agreements, closings — is downstream of that one number.

The twelve circles per day are a default, not a prescription. Cross them out or add to them.

The 60-to-1 standard is a Solo Agent Academy planning benchmark used to build predictable weekly targets. It is not an industry average and it is not a promise of results. Your own ratio will differ by market, niche, and stage of business — track it for a quarter and replace ours with yours.

One week is a page. One quarter is a system.

This page keeps a single week pointed in the right direction. The Edge Business Partner™ planner carries the whole quarter — your closing tier, the conversation math already calculated, weekly tracking, and the review rhythm that keeps the numbers honest for ninety days at a time.

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